

# Boston Main Streets **IN BRIEF**

*Building vibrant commercial districts*

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Boston Main Streets "In Brief" is a bi-monthly newsletter of the Main Streets' staff and district executive directors. It communicates important policy updates, district highlights, design, promotion, economic restructuring and organization technical tips, and event and media announcements to all involved in the Main Streets' collaboration.

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Do you have any technical tips, trivia, or other news we can all use? Send comments on and contributions to "In Brief" to [thasch.dnd@ci.boston.ma.us](mailto:thasch.dnd@ci.boston.ma.us)



*Holidays on Main Streets Kickoff Event*  
Verizon Regional President Donna Cupelo  
Mayor Thomas M. Menino;  
Mayor for the Day Sydney Ruiz;



## SAVE THE DATE - MARCH 26, 2003 Boston Main Streets Annual Celebration

### **SHOPPING ON MAIN STREETS**

Since 1995, Boston Main Streets districts have been catalysts for economic stability and community involvement. Main Streets brings businesses, residents, property owners and other supporters together to improve the business district. Each Main Streets district is an independent, volunteer-driven organization governed by a Board of Directors.

*Shopping on Main Streets* is a city wide membership-based program that connects residents to business owners in support of the commercial district and the local Main Streets organizations. Memberships support local district operations that work to keep Main Streets business districts healthy and thriving.

Member business owners benefit from the exposure the program brings to their services and products, giving them a competitive edge in the marketplace. Business owners can call their local district to be included in the directory, now or anytime in the future. Participating businesses are designated by the *Shopping on Main Streets* window decal.

The *Shopping on Main Streets* initiative will be supported throughout the year with print, television, and website promotion.

### **TECHNICAL ASSISTANCE FOR FUNDRAISING AND LONG-TERM SUSTAINABILITY — UPDATE**

The consultant team of Kathy McCabe and Sam Solomon is on board to assist Boston Main Streets and local Main Streets district programs develop strategies for long-term sustainability.

Kathy and Sam are assisting board members in developing the skills to steer their Main Streets programs to long-term sustainability. Recently, more than 90 board members and staff attended board development training. Topics covered at the training included: what to look for in board members; how to build a strong board; board assessment; board member responsibilities/expectations, board committee processes; developing board leadership; board relationship with Main Streets director; the board's role in fundraising. For copies of handouts distributed at the training, contact your local Main Streets Executive Director or Boston Main Streets.

### **CURRENT ACTIVITIES**

- Applied for a Hewlett Packard Technology Grant
- Applied for Robert Wood Johnson "Active Living by Design" Grant
- Interviewing stakeholders to develop strategies for long term sustainability
- Allston Village Main Street - Develop outreach techniques
- East Boston Main Streets -Conduct pre-analysis for fundraising
- Hyde Jackson Square Main Streets - Facilitated board retreat
- Upham's Corner Main Street - Evaluated fundraising strategy
- Washington Gateway Main Street - Strategized Historic Marker project

## The Art of Main Streets Management

### Boston Main Streets Recognized Nationally

As part of its *Solutions for America* initiative, the Pew Partnership for Civic Change recently released the results of an extensive three-year national research project at a news conference in Washington DC. The Project recognized Boston Main Streets as one of 19 local programs in 16 states for its innovative and successful strategies for solving problems affecting communities nationwide.

Recognized programs share several attributes including successful demonstrated measurable results in addressing problems, the ability to provide comprehensive approaches to specific issues, and an impact that reaches beyond the program participants to the community at large. For more information about Boston Main Streets' participation in *Solutions for America* visit [www.pew-partnership.org](http://www.pew-partnership.org).

### Technical Assistance Offerings

The Department of Neighborhood Development, Office of Business Development, and Boston Main Streets are here to support your community-building and outreach efforts to the small business community. For instance, Main Streets district organizations can access a range of technical assistance including,

#### Technical Assistance for Small Business Owners

- Administration
- Interior Design
- Development
- Marketing
- Business Recruitment
- Education

#### Main Streets' Organizational Capacity-Building

- Technical Assistance for Fundraising and Long-Term Sustainability
  - Fundraising Analysis and Recommendations
  - Board Development
- Research and Mapping
  - Statistics and Census Analysis
  - Mapping and Data Services
  - Market/Real Estate Analysis
- Communications Analysis and Strategic Planning
  - Organizational Evaluation
  - Visioning
  - Work Plan Development
  - Public Communications Strategies and Planning
  - Publications Development

Contact your Boston Main Streets Neighborhood Business Manager for more information and to arrange assistance.

## Happenings on Main Streets

- March 22, 2003 — Upham's Corner Tropical Festival
- March 26, 2003 — Boston Main Streets Awards
- Ongoing — Main Streets' Membership Outreach

## Main Streets' To-Do List

- Monthly Performance Reports Go On-Line— The Department of Neighborhood Development MIS division and Boston Main Streets have developed an on-line data collection system. The System collects local program performance measures to streamline required Federal and State reporting requirements. Each district has been provided a password to access the on-line reports.
- Submit nominations for Annual Awards Celebration no later than February 21, 2003
- Attend the next bi-monthly Executive Director's meeting, March 13, 2003, 9:00 a.m. – 1:00 p.m., at the Boston Business Assistance Center, 2201 Washington Street, Roxbury, 617.989.9100.

## "Making Your Neighborhood Work" On Boston's Neighborhood Network (BNN)

- February 5 — Valentine's Day on Washington Gateway Main Streets
  - February 12 — Valentine's Day on East Boston and Washington Gateway Main Streets
  - February 19 — Wedding Planning on East Boston and Hyde Jackson Main Streets
  - February 26 — Small Business Support on Mission Hill and Hyde Park Main Streets
  - March 5 — Happenings in Hyde Park Main Streets
  - March 12 — Upham's Corner Main Street Tropical Festival
  - March 19 — Join Roslindale Village Main Streets
  - March 26 — Best Practices on Mission Hill Main Streets
- See repeats of the show throughout the week on cable station 9 or 22, Wed. at 10:00 p.m.; Thurs. at 6:00 a.m.; Sat. at 10:00 a.m.; and Mon. at 1:30 a.m. The show also can be seen on RCN cable 15 or 16*

## Main Streets Madness- Trivia Question for the (Bi)Month

In which district can you find a full-service medical spa that offers everything from hair care to face-lift treatments?

*Last Issue's question: Which business has moved from one Main Street district to another? Answer: Rhythm and Muse Bookshop, from Hyde/Jackson Square Main Street to Centre/South Main Street.*

## SAVE THE DATE - MARCH 26, 2003 BOSTON MAIN STREETS' ANNUAL CELEBRATION